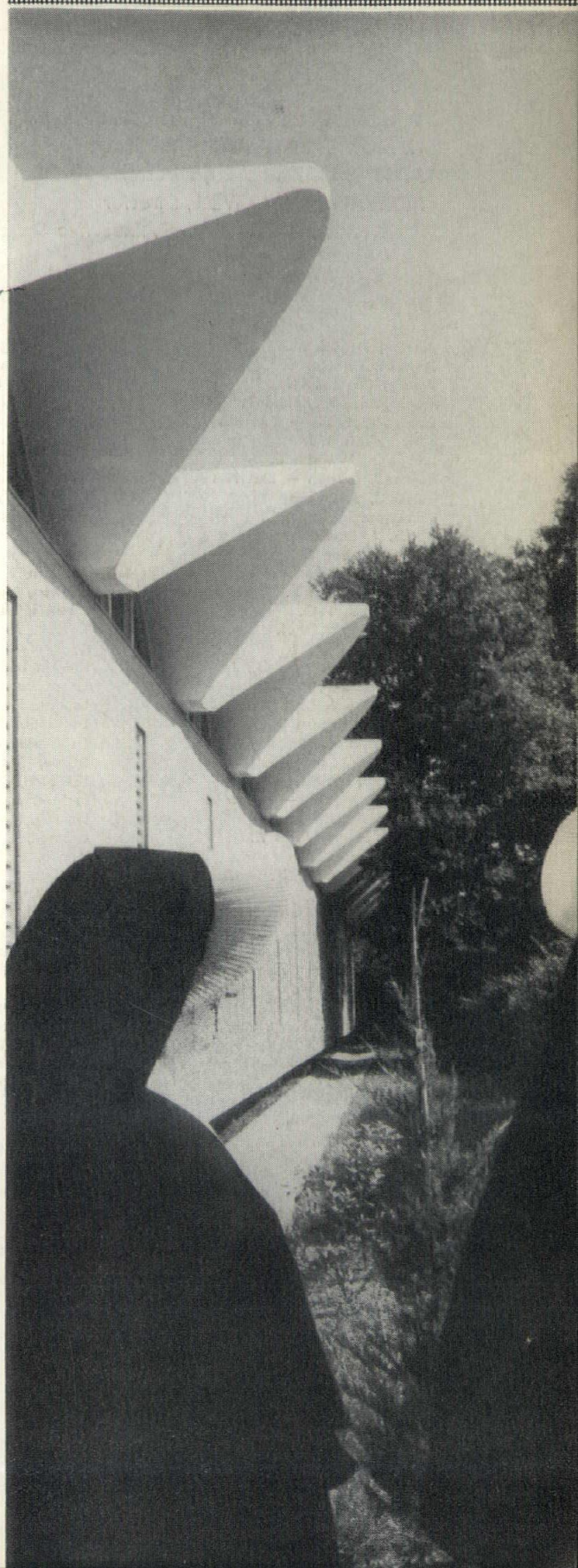


C.2

new orleans

ARCHITECT

AMERICAN INSTITUTE
OF
ARCHITECTS
MAR 18 1963
LIBRARY



IA

MARCH, 1963

ROSTER OF MEMBERS

NEW ORLEANS CHAPTER, THE AMERICAN INSTITUTE OF ARCHITECTS

Including Parishes of St. James, St. John the Baptist, St. Charles,
Jefferson, St. Bernard, Orleans and Plaquemines



WILLIAM E. BERGMAN, *President*
H. MORTIMER FAVROT, JR., *Secty.*
JOSEPH G. BERNARD, *Director*
MURVAN M. MAXWELL, *Director*

SIDNEY J. FOLSE, JR., *Vice-President*
PHARES A. FRANTZ, *Treasurer*
JAMES R. LAMANTIA, JR., *Director*
LEMUEL W. MCCOY, *Director*

MISS STELLA FAGET, *Executive Secretary*, 510 Esplanade Ave., New Orleans 16, La.

CORPORATE MEMBERS

Allison, Patrick M.
Ammen, Charles E.
Andry, Charles G.
Applegarth, Raymond T.
Bear, Albert G. — Emeritus
Berg, William J.
Bergman, William E.
Bernard, Joseph — Emeritus
Bernard, J. Grima
Blackstone, William C.
Blitch, J. Buchanan
Bonie, Walter C.
Boudreaux, Raymond J.
Burk, Thompson B.
Burns, Robert O.
Caldwell, Donald H.
Cazale, Philip P.
Chachere, Tilghman G., Jr.
Cimini, Benedetto, Jr.
Corry, Joseph B.
Coupland, Robert S., Jr.
Cummins, Robert
Curtis, N. C., Jr. — Fellow
Danserau, Valetton, Jr.
Davis, Arthur Q. — Fellow
Delatte, Martin J.
de la Vergne, Jules K.
Diboll, Collins C.
Doell, Walter G., Jr.
Drew, Robert L.
Dreyfous, F. Julius — Emeritus
Dufrechou, Leo F.
Favrot, H. Mortimer, Jr.
Feitel, Arthur — Fellow-Emeritus
Finger, Milton H., Jr.
False, Sidney J., Jr.
Frantz, Phares A.
Freret, Douglass V.
Fuhrmann, Emile F.
Fulco, Jos. T.
Gardner, Wm. P.

Gibert, Eugene — Emeritus
Gibert, James H.
Goldstein, Louis A.
Goldstein, Moise H. — Fellow-Emeritus
Grimball, Henry G.
Haase, Lucien M.
Heck, Eldon C.
Hess, William J., Jr.
Hogg, Mary C. (Miss)
Hooper, Janet E. (Miss)
Hooton, Claude E.
Hymel, Alton C.
Johnson, Kamlah L.
Keenan, Walter Cook, Jr.
Keenan, Walter Cook, Sr. — Emeritus
Kessels, J. Jack H.
Koch, Richard — Fellow — Emeritus
Kohler, Irving, Jr.
Labouisse, F. Monroe
Lachin, John M., Jr.
Lamantia, James R., Jr.
Lawrence, John W.
Leake, George M.
LeBreton, D. C.
Ledner, Albert C.
Lowrey, Mark P.
Lohman, Ben K.
Mason, E. B. — Emeritus
Mathes, Earl
Mathes, Mildred A. (Miss)
Maxwell, Murvan M.
McCoy, Lemuel W.
Meric, Thomas S.
Montz, Andrew S. — Emeritus
Mouledous, Richard C.
Muller, Stanley W.
Murray, Paul
Mykolyk, Mary
Nolan, Ulissue M.
Nolan, Warren
Olschner, Carl L.

Oppenheimer, Leo M.
Osborne, Thomas L.
Oubre, James P.
Parham, Frederick D. — Fellow
Perez, August, Jr.
Perez, August, III
Perrier, Theodore L. — Emeritus
Riehl, George
Reilly, Maurice E.
Reisch, Erston H.
Ricciuti, I. Wm.
Rock, John W.
Roessle, Rudolph B. — Emeritus
Rofls, Arthur, Jr.
Rosenthal, Sol — Fellow — Emeritus
Rowe, Charles J.
Rubin, Maury I.
Sanderson, George A.
Saputo, Albert J.
Saunders, George A.
Schneider, Andrew L.
Seiferth, Solis — Fellow
Silverstein, Edward B.
Simoni, R. T.
Singer, Maurice
Smith, Thomas B.
Staub, Guy M.
Stoffe, M. Wayne
Suchke, Frederick R.
Thomson, John H. — Emeritus
Trepagnier, Horace E.
Tsoi, Edward M. Y.
Underwood, H. T.
Valladares, Rene
Verges, Ernest E.
von Osthoff, Frederick V.
Wagner, Leo F., Jr.
Wicker, Chester
Willis, Norman J.
Wilson, Samuel Jr. — Fellow
Wolf, Albert J., Jr.

ASSOCIATE MEMBERS

Beller, Leonard E.	Haller, Harold O.
Conger, Thomas D.	Moss, Betty A. L. (Mrs.)
Etheredge, Leonore U. (Mrs.)	Pique, Harold E.
Farah, Frederick	Rezza, Martin D.
Freret, Jack B.	

JUNIOR ASSOCIATE MEMBERS

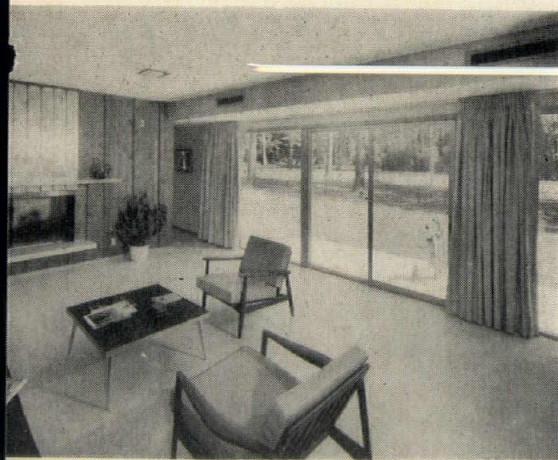
Weinstein, Norman J.

HONORARY ASSOCIATE MEMBERS

Donaldson, Joseph, Jr.

ASSIGNED ASSOCIATE MEMBERS

Olsen, Ole K.



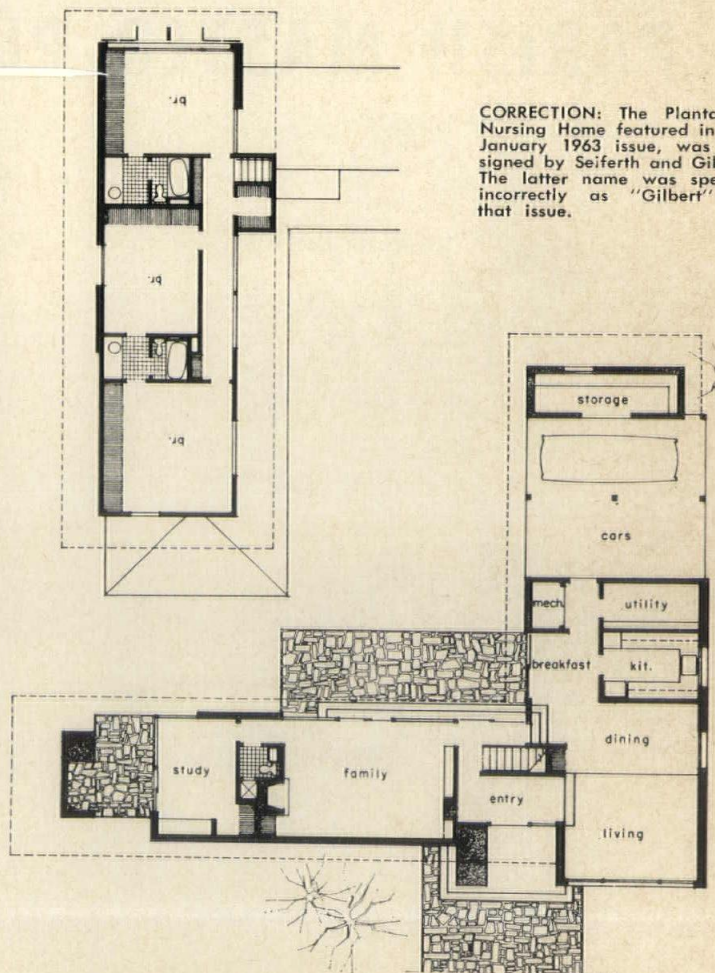
CT: Residence for Mr. and Mrs. George B. McBride—Covington, Louisiana.

ed T. Simoni, A.I.A., Architect.

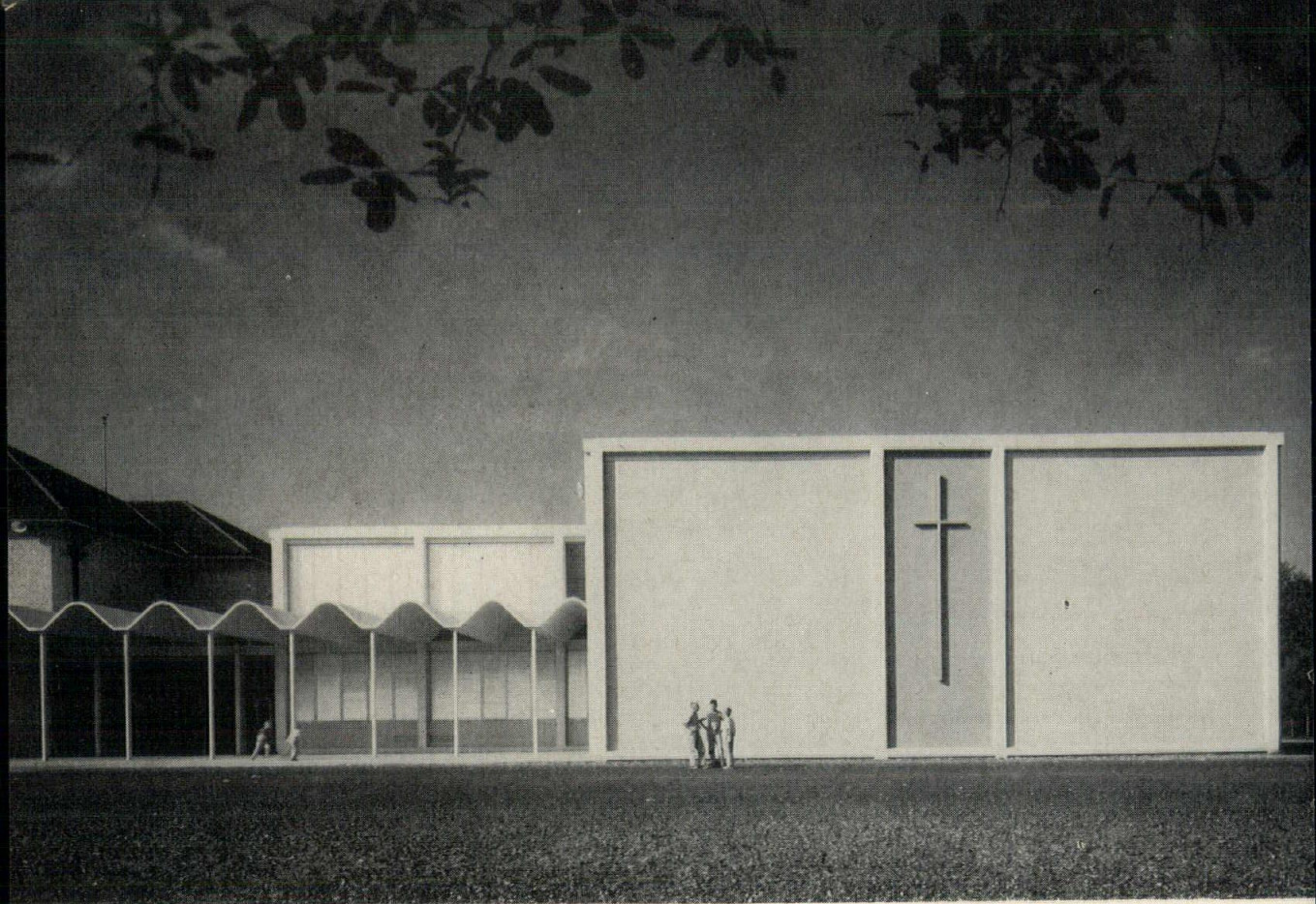
porary Construction Company, Contractor.

A heavily wooded, sloping corner lot measuring 200' x 200' located in a beautifully developed suburban setting.

ION: A part one story, part two story scheme with first floor on two levels allowed the natural slope to remain undisturbed, thus maintaining the natural beauty of the site. Being located on a corner lot, the "L" shaped plan developed to permit access for automobiles on the side of the building and to provide an intimate rear yard area in which to open views and provide door-outdoor relationships. The wide roof overhangs protect exterior walls of brick, glass and cedar board and batten with some cedar also used inside.

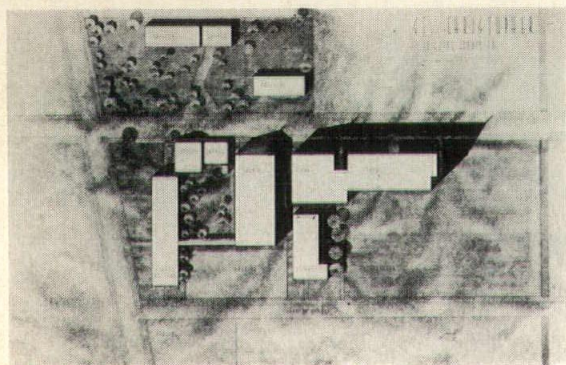


CORRECTION: The Plantation Nursing Home featured in the January 1963 issue, was designed by Seiferth and Gibert. The latter name was spelled incorrectly as "Gilbert" in that issue.

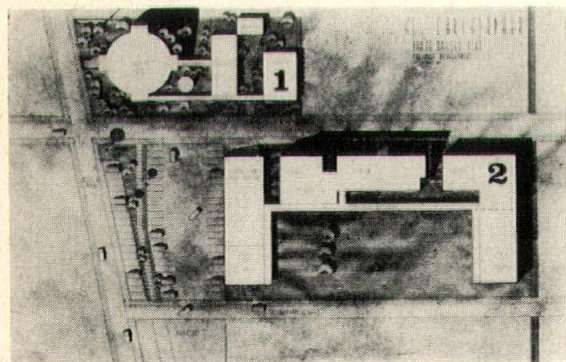


VIEW OF PHASE TWO: SCHOOL ADDITION

PARISH MASTER PLAN HONORED



MASTER PLAN: EXISTING CONDITIONS



MASTER PLAN: ULTIMATE DEVELOPMENT

A new school addition and convent constructed in St. Christopher Martyr Parish, Metairie, as part of a 15-year master plan of parish development, were recently honored with an Award of Merit at the Gulf States Regional Conference of the A.I.A.

The master plan established the orderly development of the rapidly growing Catholic Church facilities on a limited site already overburdened with prior construction.

Within the framework of this master plan the first two phases have been completed.

Phase One is a convent for the Marianite Sisters of the Holy Cross, the teaching staff, designed to provide comfortable though austere living accommodations centered about a small chapel symbolizing the true center of dedication and devotion of the nuns.

Phase Two is a classroom addition to the existing school plant, the design of which reflects the rhythmic elements of the earlier structure without imitation of its archaic forms. Future phases include a new rectory, new church, and further expansion of school facilities.

Pastor of St. Christopher Martyr Parish is Reverend Father Maurice J. Gubler. Both of the completed phases were constructed by Schaff Brothers, Inc.

J. BUCHANAN BLITCH, A.I.A.

ARCHITECT

PHOTOS BY FRANK LOTZ MILLER

The new buildings are of reinforced concrete and masonry construction, with pre-cast folded plate concrete dominating. These undulating units, selected for economy and optimum definition of the basic content "cell" units, resemble the starched hood of the Marianite habit (see cover). They were repeated in the school expansion as a unifying medium to soften the tie-in to the earlier construction.

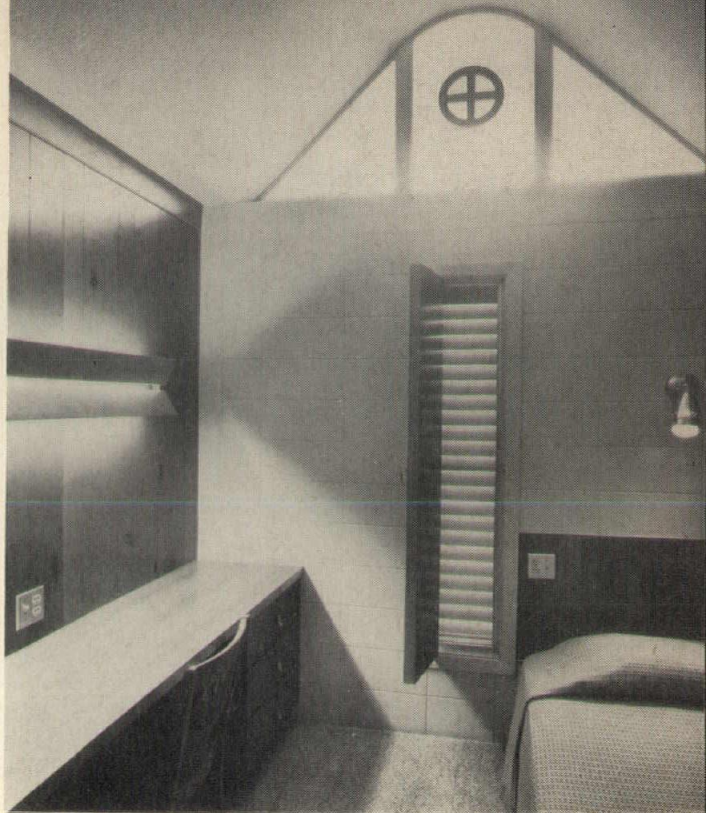
The school addition includes twelve classrooms, office space, first aid room, teachers' lounge and workroom, an all-weather bus unloading dock, and a spacious covered play area convertible overnight into booths for the Parish Fair (see photo, facing page).

The entire school addition can be closed tightly when desired, without a square inch of glass exposed to the elements.

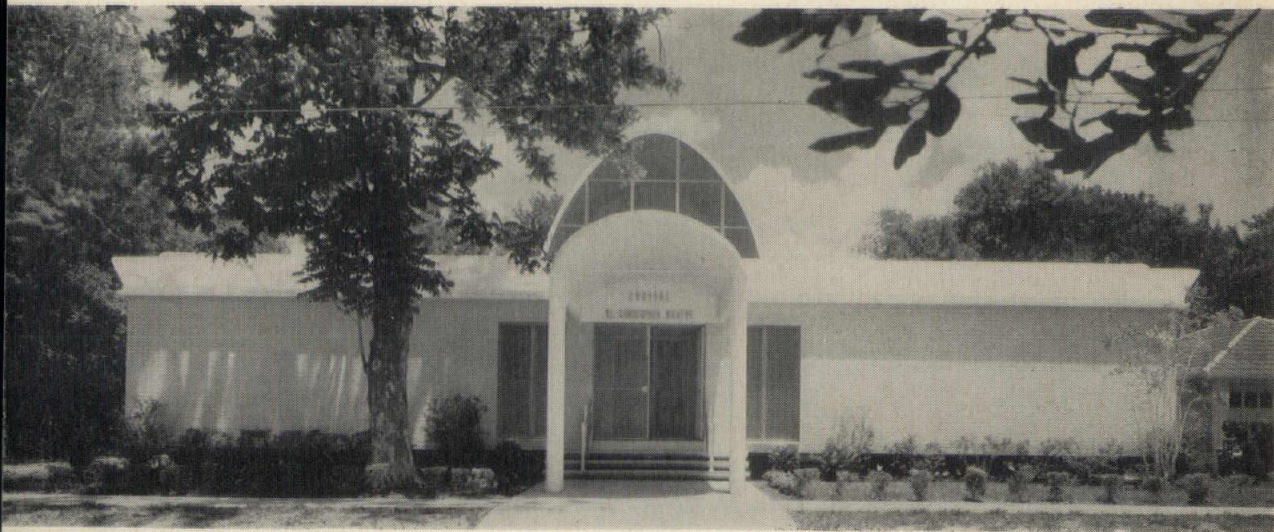
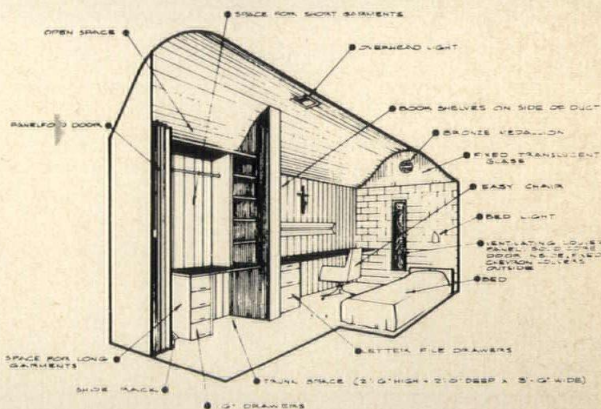
This is achieved through the use of special solar shade jalousie units, designed by the architect. These units, with outside aluminum slats and inside clear glass slats, allow maximum control of sun, wind, rain, breeze, and GLARE, and permit room-darkening of all classrooms for visual aids use. In addition they are a formidable barrier against wilful glass breakage, the bane of many post-war schools.

The convent includes eighteen bedrooms with semi-private baths, office, waiting room and parlors, modern kitchen and laundry, a striking chapel, and large community-recreation and dining rooms overlooking a private patio-cloister.

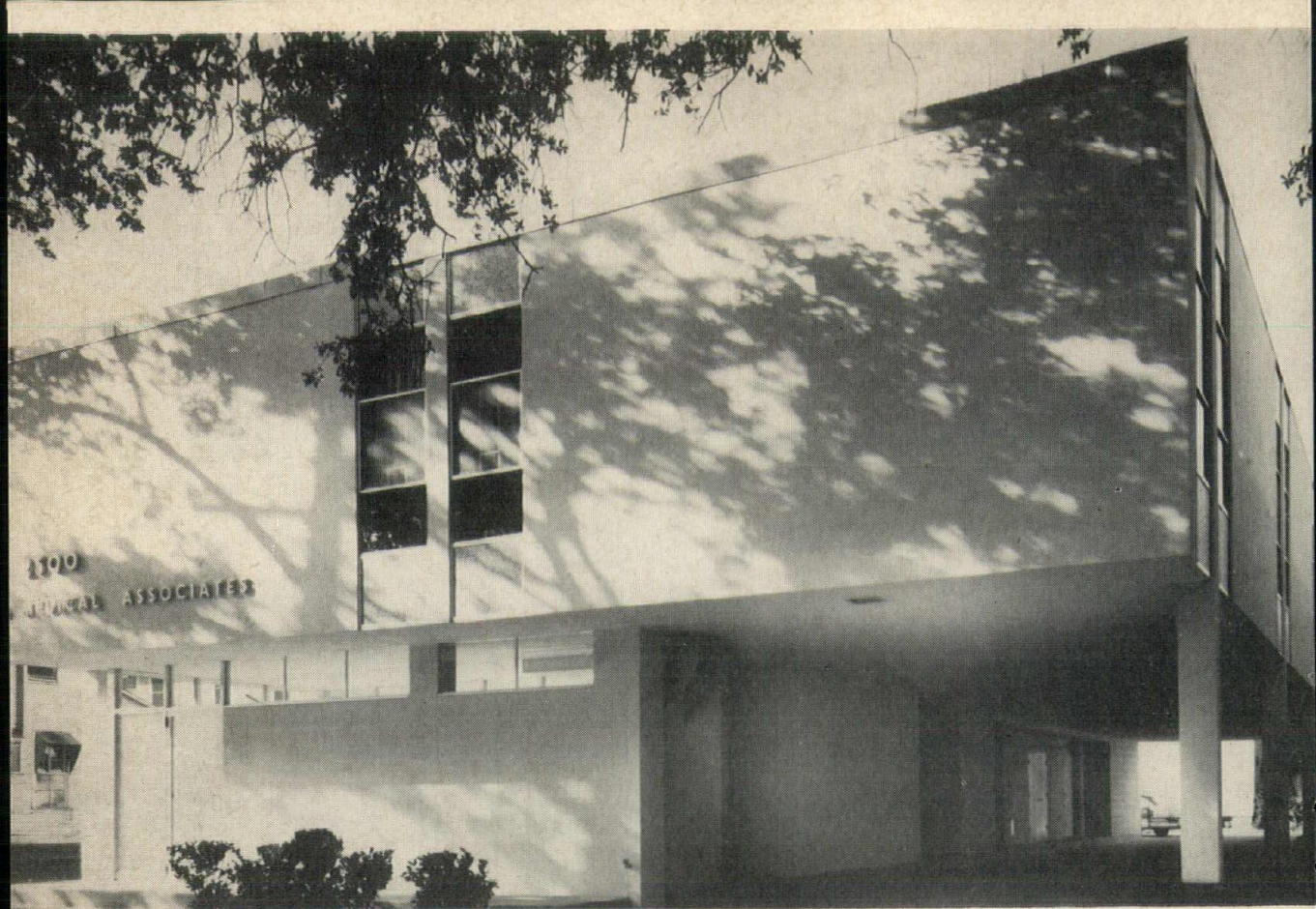
An outstanding feature of the convent design is the individual sleeping unit (see adjoining photo), developed after an extensive study of the highly specialized requirements of the nuns.



TYPICAL CONVENT BEDROOM



VIEW OF PHASE ONE: NEW CONVENT



Size of Lot: 60 x 128.

Location: Freret St. & Louisiana Ave., N.O., La.

Owners Requirements:

- 1) Suites for five individual doctors
- 2) Joint waiting room
- 3) Joint pharmacy
- 4) Joint X-ray Department
- 5) Joint laboratory
- 6) Joint operating room for minor surgery
- 7) Joint library and lounge for doctors

After a hearing by the City Commission Council property was zoned from D-Multiple Family Occupancy to F-Heavy Commercial which required fifty percent area devoted to parking.

Architect: Louis A. Goldstein, A.I.A.

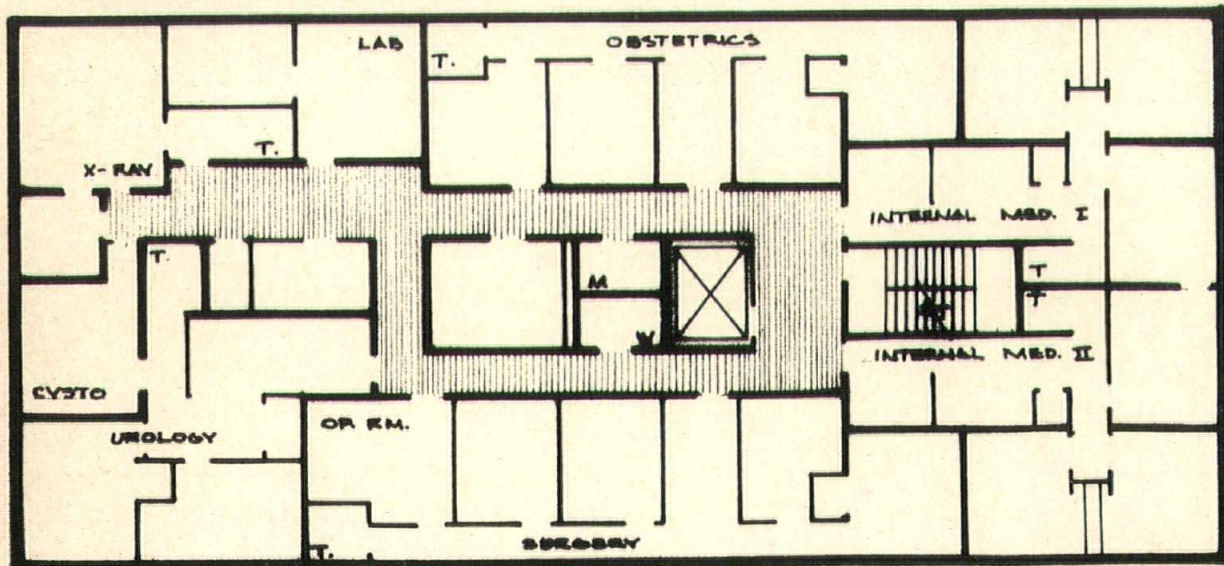
Engineers: Robert P. Linfield, Structural

Harold Faller, Mechanical

Mario Zervigon, Electrical

General Contractor: Perilliat-Rickey Construction Co., Inc.

Photo Credit: Jean Seidenberg



SECOND FLOOR PLAN

21214 8 12

MOONEY EQUIPMENT COMPANY

704 St. Claude Avenue

New Orleans 17, La.

WHitehall 3-6676

Shepard **Home Elevators**"

otary **"Levelator" Lifts**

Living Shelter" **Fallout Shelters**



Ultra-High Pressure Pumps & Valves

Ridgway's



Your Trade Mark of Dependable Quality

Blue Prints • Photo Copying

Architectural & Engineering Supplies

Direct & Blue Print Paper & Print Making Supplies

"Ditto," Formerly: Pease Ammonia Machines

Copyation White Print Machines

Off Set Printing & Reproduction

Hamilton Drafting Room Equipment

Jackson 2-3831

Jackson 2-4059

L. L. RIDGWAY CO.

433 O'Keefe Ave.

Off Street Parking

SHEET METAL SPEARS-GUTKNECHT ENTERPRISES INC.

FABRICATORS & ERECTORS
INDUSTRIAL • COMMERCIAL

- Heating
- Ventilating & Air Conditioning — Duct Work
- Blow Piping
- Hoppers & Chutes
- Drive Guards & Safety Shields
- Vents & Stacks
- Hoods • Sinks • Trays
- Tanks
- Other Products Made to Order

Manufactured of Conventional or Stainless Steel

431 DECATUR

WHitehall 9-7828

frank lotz miller, a. p. a.

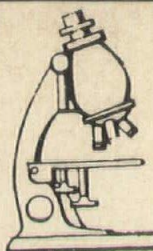
ARCHITECTURAL PHOTOGRAPHY

Member of Architectural Photographers Association

115 WASHINGTON AVE.

TW 5-3680

NEW ORLEANS, LA.



WE TEST WATER

and give you proper recommendations for treating it —
so that your boilers —
heating units —
air conditioning systems and
cooling towers perform properly

Specialized Engineering Service for the Correction of
Cooling & Heating Water Problems in Industry—Slime
& Algae Control—Corrosion Control—Water Treatment
Consulting Service

ACCURATE INDUSTRIES, INC.

949-8314

2831 New Orleans Street New Orleans 19, La.

PITTSBURGH TESTING LABORATORY

Established 1881

INSPECTING ENGINEERS AND CHEMISTS



New Orleans Office

724 Central Ave.

VERnon 5-0341

P. O. Box 10398

NEW ORLEANS 21, LA.

Branches in all Principal Cities

*Approaching a quarter century of Architectural
Specification assistance and Technical advice.*

**Resilient Floor Tile
Carpeting & Padding
Wall Covering**

**Residential
Commercial
Institutional**

BROWN and DAMARE', INC.

633 So. Broad St.

New Orleans 19, Louisiana

**Distributors & Factory Representatives
Dealer Sales Only**

S. K. WHITTY AND CO., INC.



PILE DRIVING

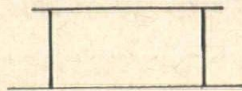
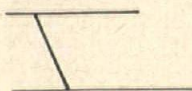
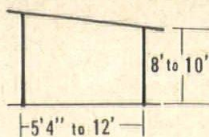
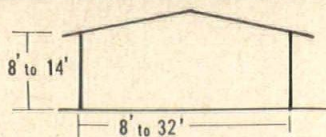
PROMPT, FRIENDLY SERVICE

3600 DESIRE ST.

PHONE 943-6601

NEW ORLEANS 26, LOUISIANA

P.O. BOX 26186

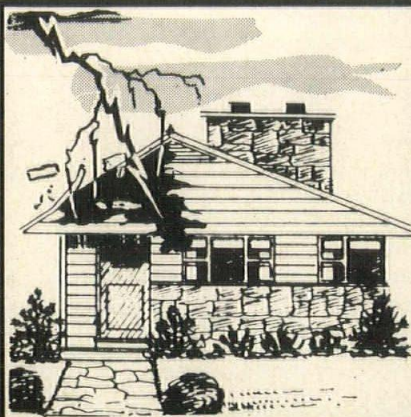


ARMCO FRAMELESS STEEL BUILDINGS FOR INDUSTRY
INSULATED WALL PANELS — FACTORY BAKED COLORS — FULL LINE OF ACCESSORIES
LOW-COST STEEL CANOPIES FOR SCHOOLS, PARKING, COMMERCIAL USES

LANDIS CONSTRUCTION CO.



UN 6-7437
 NEW ORLEANS



Building Loss?

Need Construction HELP?

GURTLER, HEBERT & CO., INC.

GENERAL CONTRACTORS

WH 7-0621

Fast, Efficient and Reliable

"Not only the letter, but the spirit of the contract"

New Construction — Remodeling — Repairs

COMMERCIAL • INDUSTRIAL • RESIDENTIAL



W. B. LEEDY & CO., INC.

Newell M. Leslie, Vice President

MORTGAGE LOANS

RESIDENTIAL AND COMMERCIAL



FHA — VA
 INCOME PROPERTY



LOU WALLACE
 Territory Manager
 419 Rosa
 Metairie, La.
 Phone 834-7187

LENNOX Industries Inc.

505 1st NATIONAL LIFE BLDG.

523-5764

NEW ORLEANS 12, LOUISIANA

Established 1895



160 TON ACOUSTICAL CHAMBER TESTS SOUND CONTROL PRODUCTS

ONE OF THE relatively few sound reverberation chambers in the United States is located in Roseville, Minnesota, a suburb of St. Paul Minnesota.

This 320,000 pound chamber installation is part of a modernly-appointed acoustical laboratory in Wood Conversion Company's new Research and Development Center at St. Paul, Minnesota.

The chamber and instrumentation were designed
(Continued on following page)

One of the most important tools of the acoustical laboratory of Wood Conversion Company's research center is the combination of rooms which allows transmission loss studies. Man in background is standing in reverberation chamber looking into the adjacent room through the test wall opening from which test panel has been removed. Scientist at the control panel uses precise electronic equipment to measure sound levels and reverberation times.

ACOUSTICAL CHAMBER

(Continued from page 3)

to test and measure acoustical properties of the Company's product and its experimental developments..

This reverberation chamber provides a thoroughly isolated environment in which sound waves can be controlled and measured. And since one of the objectives is to obtain architecturally-meaningful re-

This view shows the 160-ton reverberation chamber with its 12" thick walls. The entire room is acoustically isolated from the surrounding structure by spring mounting on a separate foundation.

sults, the chamber accommodates large representative ceiling and wall sections.

The chamber contains 5,400 cubic feet and its walls are 12" thick reinforced concrete. The entire construction is so precisely supported on 16 vibration isolation assemblies that its large mass has a natural frequency of only five cycles per second. Footings for the springs are isolated from the rest of the building and are set in undisturbed soil.

No linear dimension of the chamber is either alike or a simple multiple of any other dimension. This dissimilarity facilitates sound distribution and creates a maximum number of sound vibration modes. All planes in the chamber are hard surfaced and the walls have been given a high gloss finish.

Inside the chamber is a large "paddle-wheel" reflector suspended through the ceiling and supported by a pair of isolated pillars. A concrete-loaded steel superstructure weighing one-and-a-half tons rests on vibration isolation assemblies at the top of these pillars.

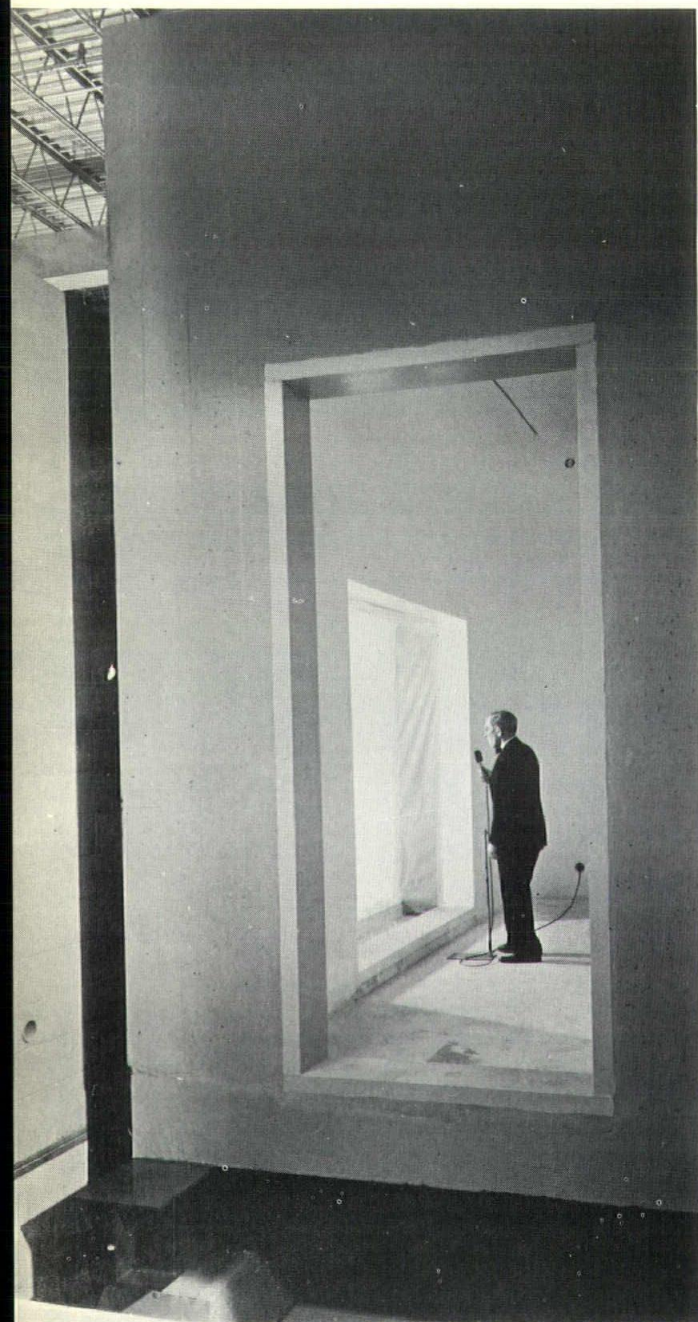
A motor-drive system for turning the reflector is suspended from the steel superstructure; the bearings which support the reflector are also mounted on the superstructure. Thus, the chamber itself is thoroughly insulated from mechanical vibration.

In order to determine acoustical absorption, sound of a known quality is introduced into the chamber through a speaker system and its echo-life is measured to within 1% tolerance. Then, by repeating the procedure with a 48 square foot sample of acoustical material in the chamber, a new measurement of echo-life is obtained which expresses the sound absorption quality of the material being tested.

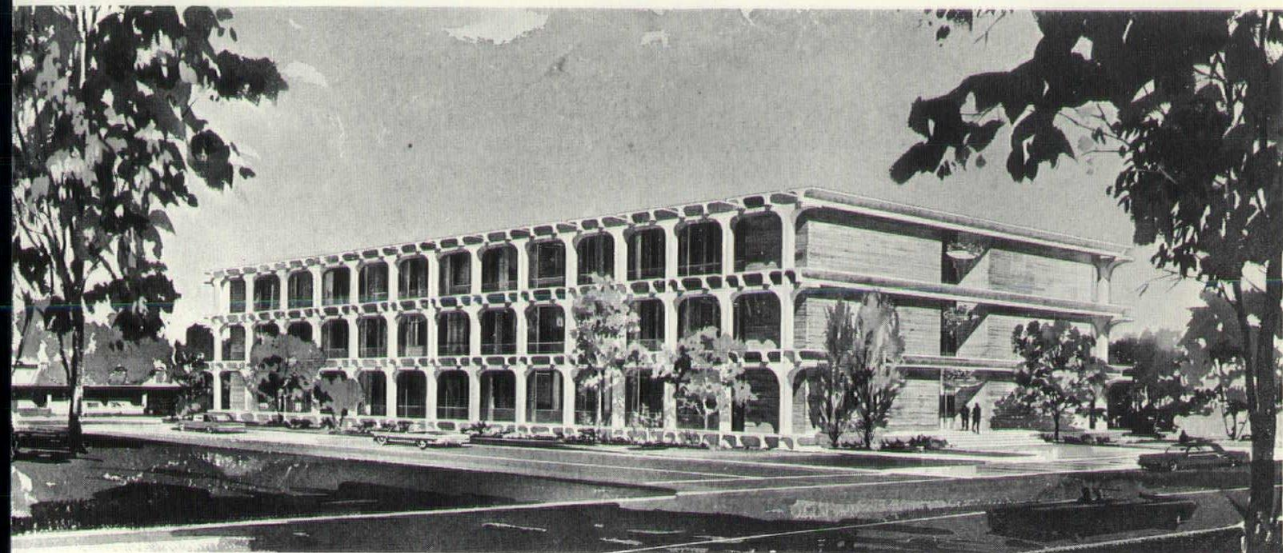
A second room is immediately adjacent to the chamber but acoustically isolated from it. This room is used in conjunction with the chamber to test sound transmission loss and noise reduction.

The room and chamber were designed so that a 72 square foot section of experimental wall can replace a like portion of the common wall between the chamber and the room. Sound is introduced in one room, and its "leakage" into the other room is carefully measured to determine the transmission (or, conversely, transmission loss) quality of a structure.

A third room supplements the two previously mentioned rooms in a very important way — by providing facilities for the newly-established Acoustical Materials Association's Type I-II test. This test provides information on the amount of sound passing up through a suspended acoustical ceiling from a first room into a plenum, thence across the plenum and down through the suspended acoustical ceiling into a second room where the first and second rooms are separated by a partition that does not penetrate the plenum.



AUTOMOBILE CLUB BUILDING IN LOS ANGELES' CENTURY CITY TO FEATURE PRECAST CONCRETE, CLEAR-SPAN CONSTRUCTION



THE AUTOMOBILE Club of Southern California has announced plans for a new Westside Regional Office — a precast concrete, clear-span structure—to be located in Los Angeles' Century City.

"With ample parking for all visitors, the new three-story and full basement building will serve our many members living in the Westbury-Beverly Hills area," Norman P. Thompson, executive vice president of the Club, stated.

The Club's new building, designed by Century City coordinating architects Welton Becket and Associates, is expected to be completed by December, 1963 and will be located on Century Park East at the eastern terminus of Constellation Blvd.

The building will be the first to be built in the complex by an organization other than Century City.

The architects' design features a graceful series of white precast concrete arches which not only delicately express the international flavor of the Automobile Club but completely express the structural concept. The new building, providing a total of approximately 27,000 sq. ft., has been so designed that additional stories may be added in the future as the need arises.

"In designing the first Century City office building being primarily developed as a regional headquarters, we have tried to give the structure its own character representative of the Automobile Club," Welton Becket, F.A.I.A., president of the architectural firm, stated. "In addition, the needs of the space requirements by the Club enabled us to come up with a structural concept which provides for complete column-free interior spaces

throughout the office areas. It is also an economical means of construction which takes less time to construct."

The sides of the structure are formed of precast columns 15 in. deep, each with a 12 ft. leg and a 9 ft. arm. Post-tensioned double tees 64 ft. long rest on top of these and span clear across the building, providing a 4 ft. overhang on either side.

The north side of the building features floor-to-ceiling curtain wall, with non-glare glass set in a dark finished aluminum frame to take advantage of the north light and provide a view of the landscaped site through the arches. The south wall will have high continuous windows, for additional sun protection, and the wall below will be sheathed in anodized aluminum panels.

By placing the service cores of the building at either end, the architects were able to provide shear walls in these end elements, thereby providing a completely free 85 by 56 ft. interior floor space.

Electronically-controlled elevator service will be in the rear, adjacent to the parking structure. A landscaped driveway on the north side leads to the parking structure from which most members will enter the building.

The view of the front of the building from Constellation Blvd. will show beautifully textured split face block walls, the full height of the structure, with a 10 ft. wide recessed area in the center. On the ground floor the recess will form the main entrance and will open for three full floors.

The first floor of the building will house the Club's membership service.

NEW YORK'S LOBBY

PASSERSBY peering into the glass front of the New York Equitable Life Assurance Society Building in New York see a colorful planting of blossoms stretching across the building's lobby.

The building boasts one of the world's biggest tropical gardens—with some 80 to 90 varieties of trees and flowering plants blooming in profusion in the lobby and arranged in planters throughout the building.

Almost every country on earth is represented in the origins of these plants, which range from tiny lichens to towering jungle-like trees 14 feet high. Between 450 and 500 gallons of water are used each week by Equitable's three full-time gardeners in the cleaning, spraying, feeding and watering of green foliage and flowering plants. The idea is to water just enough to keep the plants healthy and decorative. Too much watering would make plants grow to rapidly.

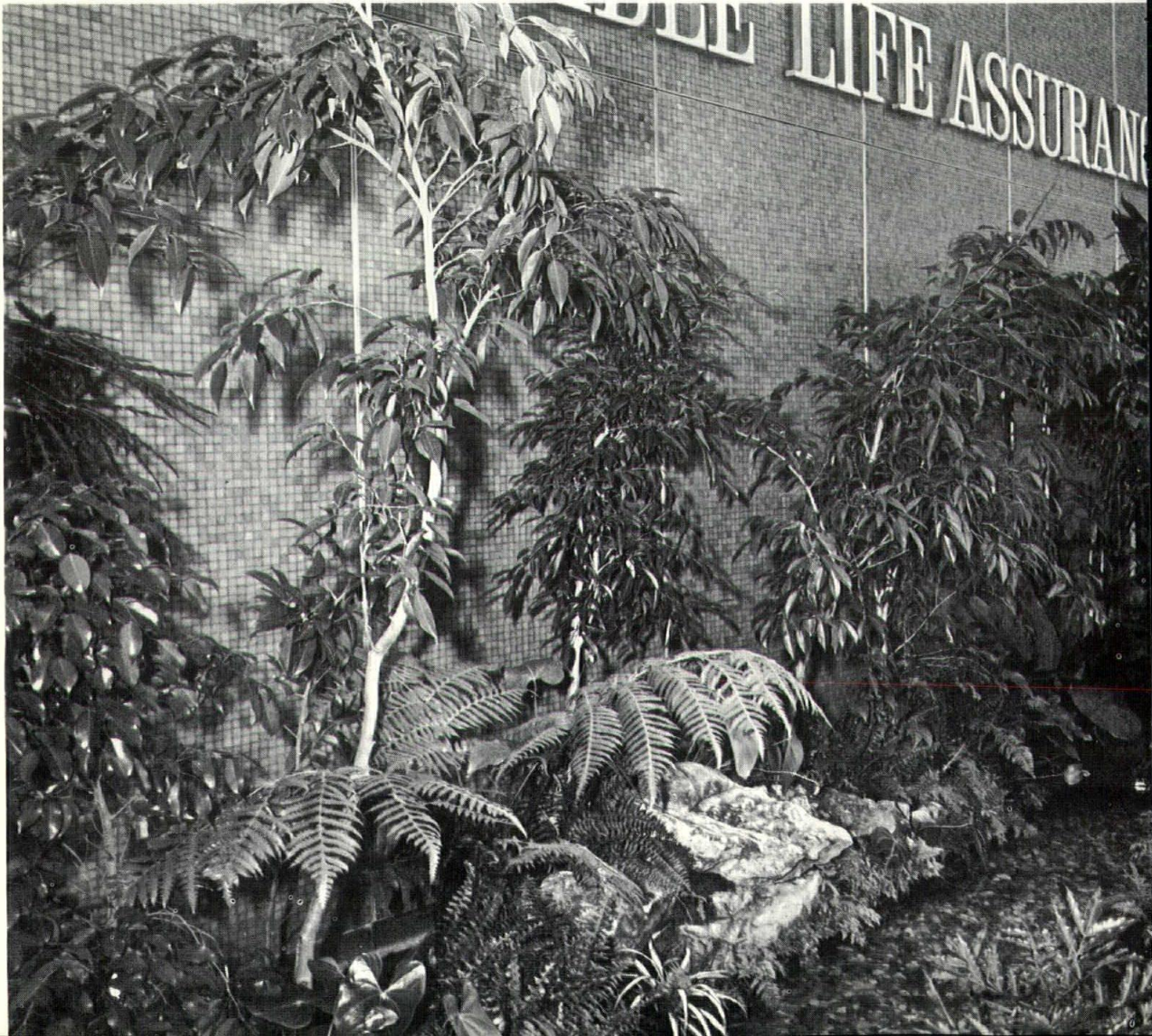
More than a thousand plants grow throughout the building's thirty-eight office floors—and a tour of inspection with Mr. Frank Turek, one of the garden's designers, or an associate at Julian Roehrs and Co., the garden's contractors—takes eight full hours.

The arrangement of the garden changes with the seasons—and individual plants are changed every three weeks to keep them always at the peak of their flowering period.

This changing and yet permanent garden is in one of the most highly populated areas on earth—New York City's mid-town. A stone's throw away from the brook is Rockefeller Center. Next door is the Time-and-Life Building. A few blocks down the street lies teeming Times Square. But in the lobby garden of the Equitable Building is the peace of a rural countryside.

The builders planned it that way. When the 42-

Visitors to New York's Equitable Life Assurance Society Building stop at the lobby garden to admire some of the more than 80 varieties of trees and flowering plants blooming there. The arrangement of the garden changes with the seasons.



ARDEN

This 42-story glass and aluminum tower in the heart of New York City boasts one of the world's biggest tropical gardens. Some 80 to 90 varieties of trees and flowering plants bloom in profusion in the lobby and in planters throughout the building, the home of The Equitable Life Assurance Society of the United States.

story glass and aluminum tower was still on the drawing board, architects and landscape designers left space and incorporated plans for New York's most elaborate indoor display. Their policy has now matured.

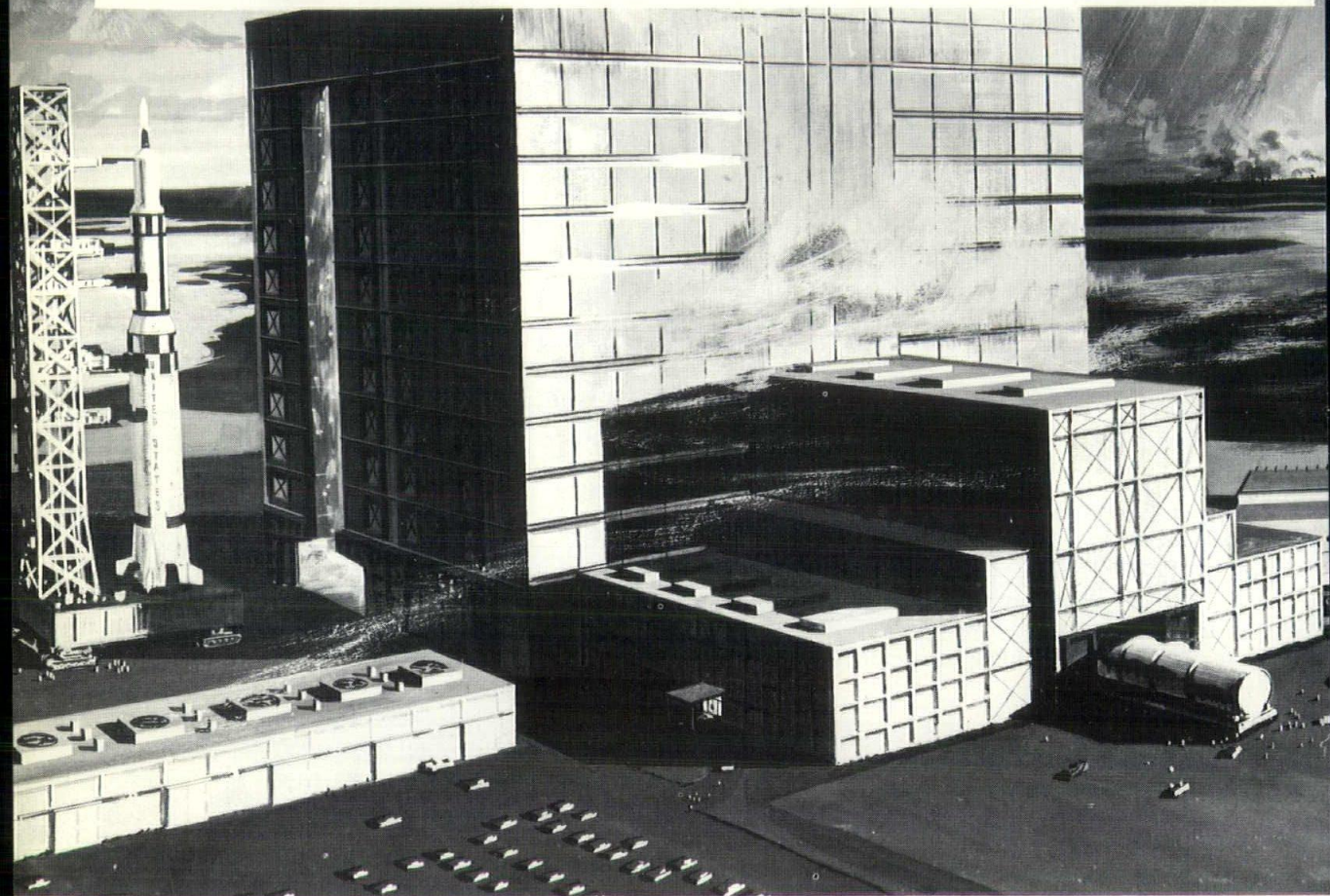
Thirty-eight feet down beneath the roots of the growing plants, safely hidden in a specially constructed safe anchored to bedrock, lies still another kind of growth prospect—five and a half billion dollars worth of securities held by the Equitable people.

Like some professional tips on planning your own garden design? Indoor landscape designer Frank Turek, suggests you start with a plan on paper showing the arrangement and masses of the the plants you hope to grow. Then, with a seed catalog or garden manual, pick out your plants, considering their (1) colors, (2) their heights at maturity, (3) how long each specimen will take to reach maturity, and (4) how well each plant will do in the amount of light or shade you can provide for it.



FACILITIES FOR FLIGHT TO MOON

New moon flight facilities for Cape Canaveral, shown in artist's rendering, are now being designed. Measuring approximately 524 feet high, 674 feet wide, and 513 feet long, the huge structure will enclose the greatest volume of any known building, 130,000,000 cubic feet.



FOUR NEW YORK firms have begun the design of facilities at NASA's Launch Operations Center, Merritt Island, Florida, which will be used as the base for flights of American astronauts to the moon.

Over 200 engineers are preparing the plans and specifications for the gigantic main building, one of the largest structures in the free world. It will be the focal point of the newly-established Launch Complex 39, situated on land already procured north of the existing rocket and missile tests center.

Standing over 500 feet tall and covering more than 10 acres, the structure will be used to mate and checkout the rockets and spacecraft being developed under Project Apollo. Representing a new approach to the problems of space flight, the building will permit the preparation of four vehicles simultaneously.

The design team is working under the supervision of Col. J. V. Solluhub, District Engineer, Jacksonville District of the Corps of Engineers, and will be known as Urbahn-Roberts-Seelye-Moran.

The Managing Partner of the joint venture is Max O. Urbahn. His firm, The Office of Max O. Urbahn, Architects, will be responsible for architectural aspects of the project.

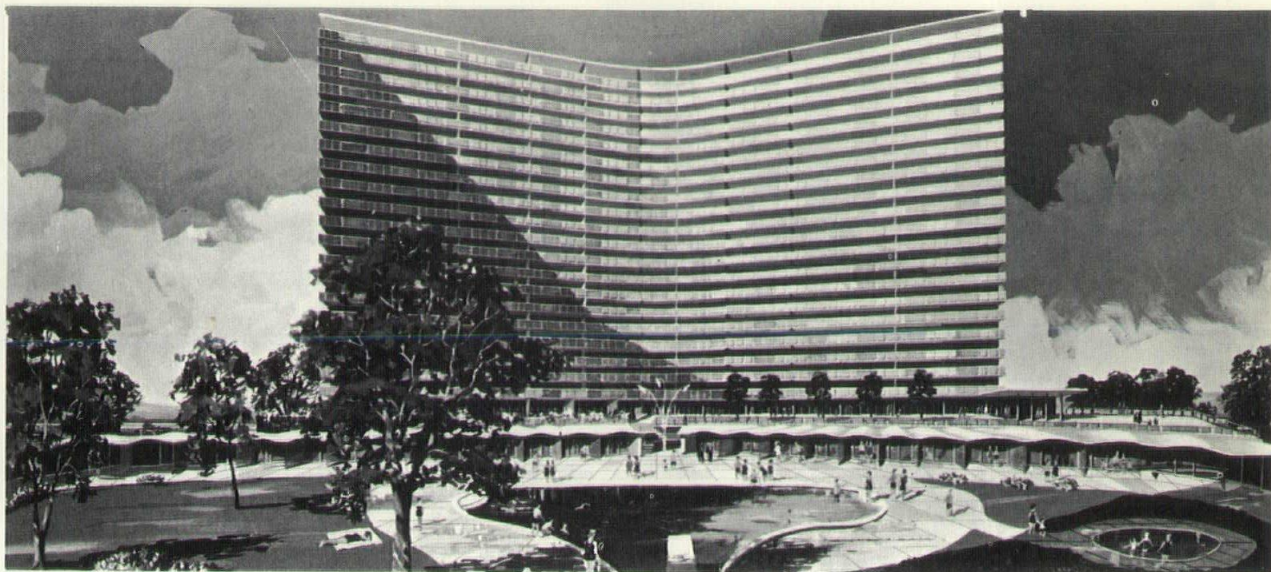
Roberts and Schaefer Company, Inc., with Dr. Anton Tedesco in charge, will prepare the structural design.

Seelye Stevenson Value & Knecht, Inc., with A. Wilson Knecht, will head a group preparing the civil, mechanical and electrical plans and specifications.

Moran, Proctor, Mueser & Rutledge are developing the analysis and designs of the foundations under the direction of Dr. Philip C. Rutledge.

Plans call for completion of one of the building's four erection bays in advance of the other three so that flight testing of the Saturn C-5 rocket may begin as early as possible. Eight smaller bays for the preparation of upper stages will also be built. The C-5, designed especially for the lunar program, will develop 7.5 million pounds of thrust from five giant engines in its booster.

PHILADELPHIA APARTMENT HOTEL



Private terraces in 350-suite apartment hotel afford broad view of Fairmount Park only nine minutes from Philadelphia's City Hall. In architect's conception, rear view of Park City West shows cabanas rimming pool.

THE 21-STORY apartment hotel known as Park City West, will feature a wealth of innovations in planning and design, many of them unique in the Philadelphia area.

Outstanding among the features will be a complete tenant security system made possible by closed-circuit TV; a hidden entrance for delivery trucks; a landscaped parking area; a cabana club for year-round relaxation; a pool for swimming in the summer and ice skating in the winter, and a completely glass-enclosed home laundry.

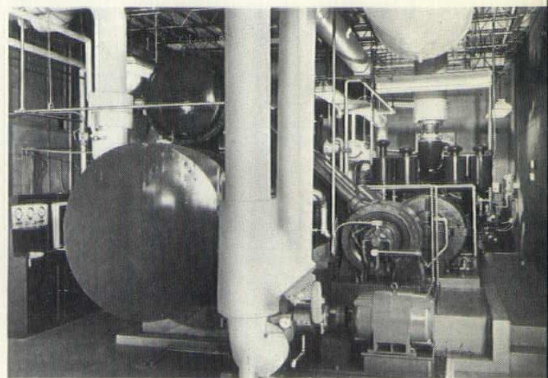
The building itself, mainly reinforced concrete,

Latest construction picture of Park City West, Philadelphia, Pa.

glass, porcelain, and metal and aluminum, will be the first apartment building to have tempered insulated glass as its exterior wall with exterior apartment walls of glass from floor to ceiling. Each apartment will have its own complete terrace. Those of three bedrooms will have 100-foot terraces; the two-bedroom terraces will be 88 feet.

Almost all types of accommodations will be available at Park City West, running from 100 hotel rooms for transients to studio apartments and deluxe three-bedroom suites, all serviced by the central system air conditioning.

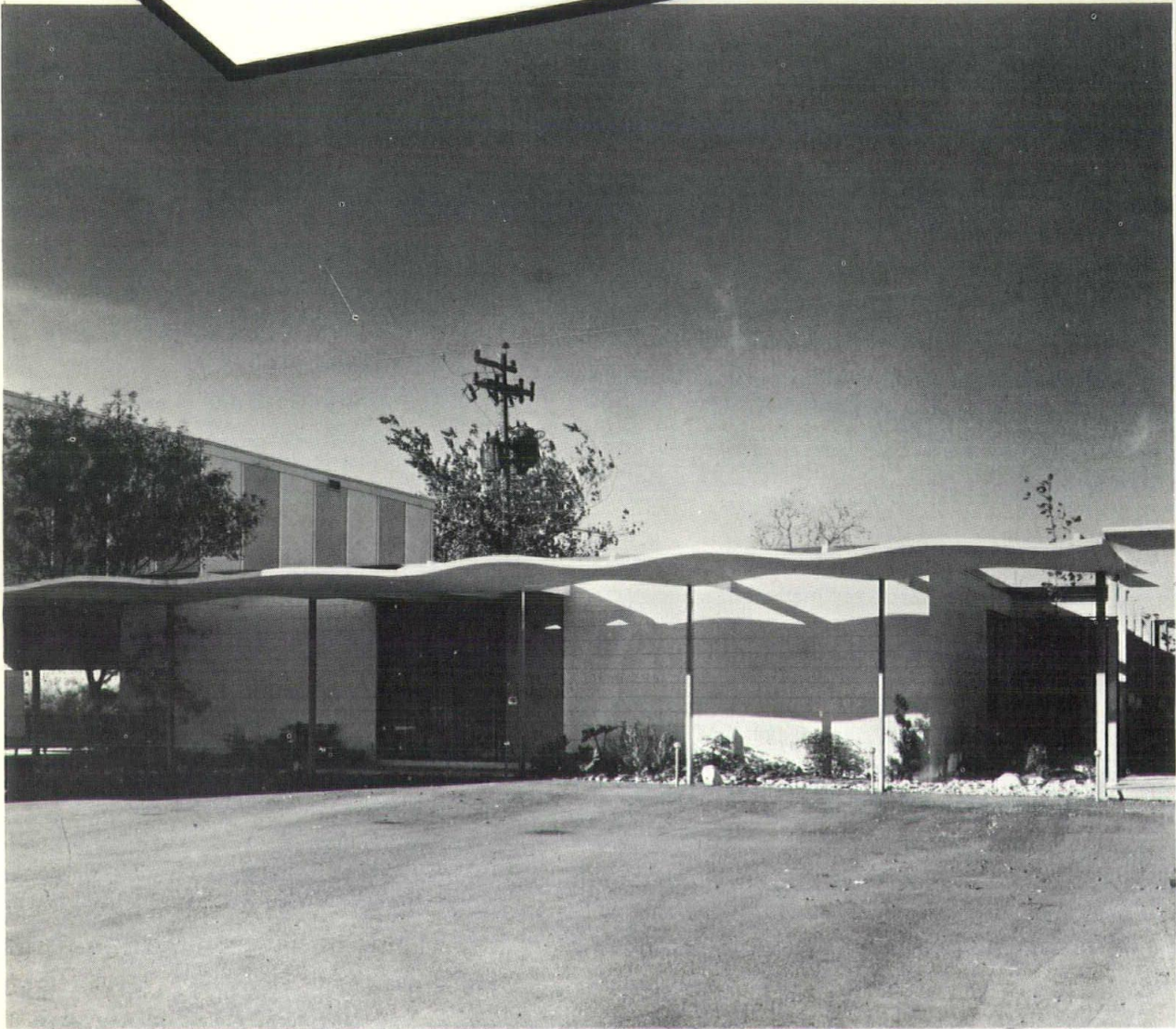
Samuel I. Oshiver Associates, Architects and Engineers, designed the building.



The 625-ton centrifugal gas operated air conditioning system, being manufactured by Worthington Corporation for Park City West luxury project in Philadelphia, Pa. will resemble this engine room installation at Black and Decker Plant in Maryland.

**METAL LATH
And PLASTER CANOPY
IS ATTRACTIVE
CAR PARKING SHADE**

Beauty and utility were attained economically when a car parking shade was constructed of metal lath and portland cement plaster.

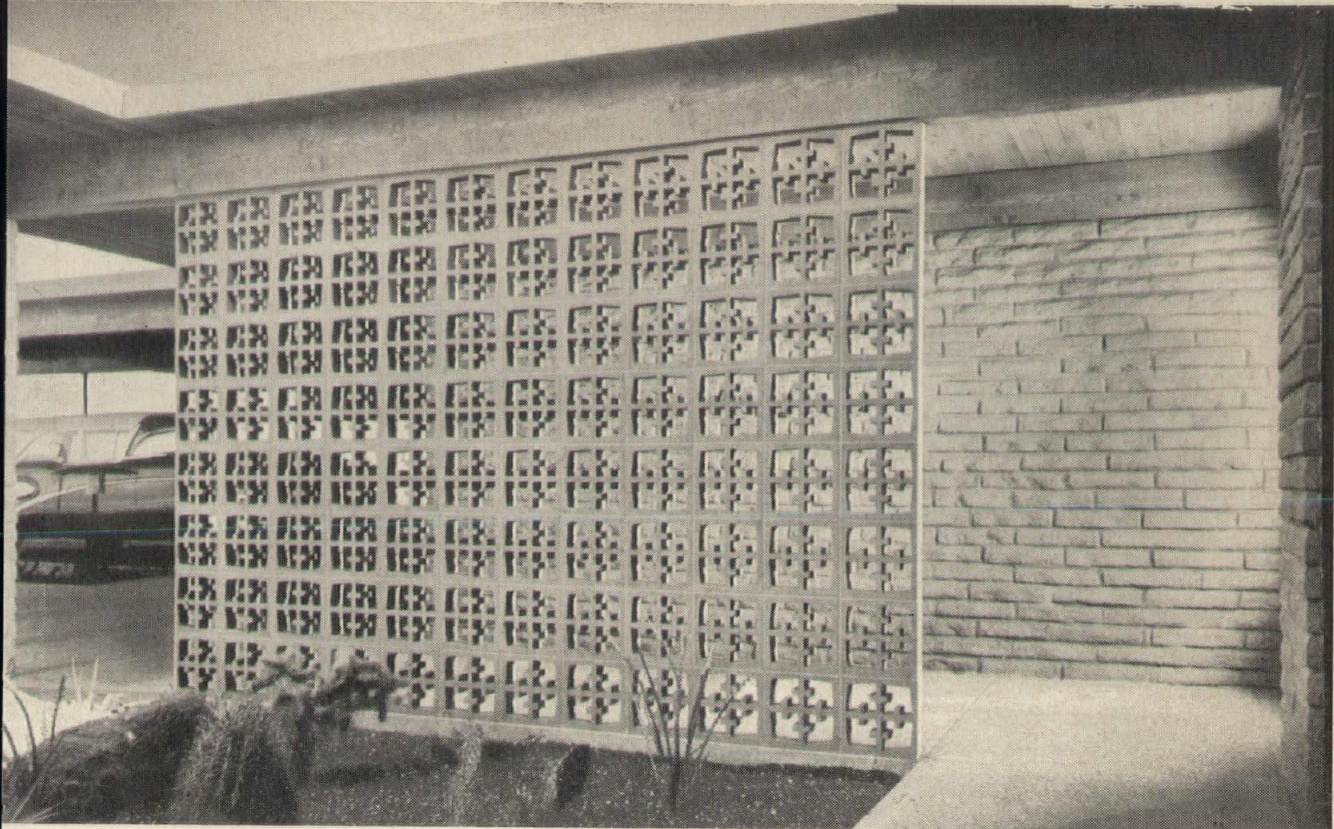


A CANTILEVERED "thin shell" concrete design has been achieved without the use of forms by means of metal lath and portland cement plaster in a small but interesting application in Houston, Texas.

Since the air conditioned automobile is becoming a near-necessity in hot climes such as Texas, Robert W. Maurice & Associates, Houston architects, realized the need to provide shade for the parked cooled cars as part of the remodelled Yeatman Building in Houston. A full carport would

have dwarfed the building, but a cantilevered "thin shell" concrete ribbon ten feet wide proved to be the answer.

After welding reinforcing bars to steel beams, $\frac{3}{4}$ inch cold-rolled channels were bent and wire tied to the re-bars. The resulting frame was then covered with about 1000 square feet of galvanized metal lath. White portland cement plaster was applied over a gray portland cement scratch coat. Since no framing or forms were needed, the structure was built at an economical price.



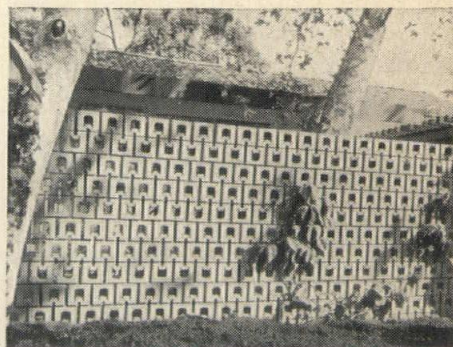
"Lace curtain" concrete masonry provides decorative entrance.

TAKE A NEW APPROACH TO OUTDOOR BEAUTY WITH **MODERN CONCRETE**

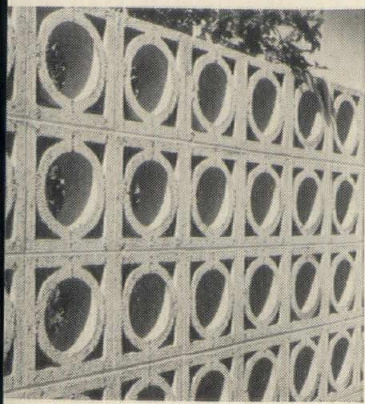
Concrete is building a reputation as the basic material of a "new" winning ideas.

Like grille block, for example, hundreds of different patterns are offered. Every day sees new uses of grille block in sight screens, carport walls—to name just a few.

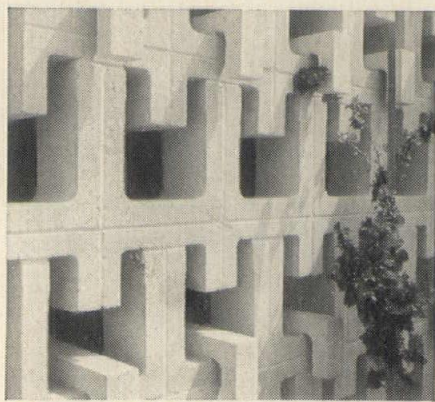
Scores of other examples of what concrete, plus imagination, can produce are seen everywhere . . . in reflecting pools, terraces, patios, and in garden walks and walls. Cast-in-place, precast, colored, textured or polished, modern concrete is the low-cost way to create truly beautiful effects outdoors.



Attractive concrete block sight screen encloses patio for breezy seclusion.



Concrete grille block garden wall with geometric design.



Close-up of decorative grille block used for intriguing wall pattern.

PORTLAND CEMENT ASSOCIATION

611 Gravier Street,
New Orleans 12, Louisiana

*A national organization to
improve and extend the uses of concrete*

Concrete Industries **HORIZON HOMES** Program 

EKCO DISTRIBUTORS, Inc.

Distributors of



WOOD
FOLDING
DOORS &
PARTITIONS
and



OTHER TOP QUALITY BUILDING SPECIALTIES

4102 ST. CLAUDE AVE.

NEW ORLEANS 17, LOUISIANA

WH 9-4821
7-0355



RESIDENTIAL AND INCOME PROPERTY

MORTGAGE LOANS

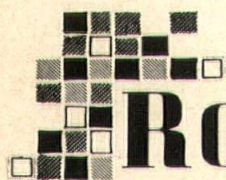
F. H. A. - G. I. Terms

75% Conventional at Low Interest Rates



225 Baronne St.

Phone 525-5273



ROUBION
TILE & MARBLE CO
CONTRACTORS

- CERAMIC TILE
- VINYL TILE
- ACID PROOF FLOORS
- MARBLE
- CARPETING
- BUILDING SPECIALTIES

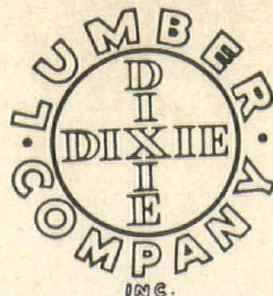
1128 Dublin St.

Phone 866-3677

New Orleans, La.

"Visit our showroom"

UN. 1-1421



"For Building Needs DIXIE Leads"

8201 Fig Street — P.O. Box 4310
New Orleans 18, Louisiana



POLES, PILING, CROSSTIES, CROSSARMS
FENCE POSTS, LUMBER — PRESSURE
TREATED WITH CREOSOTE, CREOSOTE
COAL TAR OR PENTACHLOROPHENOL

AMERICAN CREOSOTE WORKS, INC.

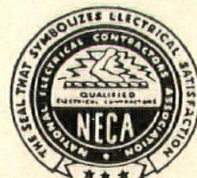
"Built on 61 years' experience"

1305 Dublin St., New Orleans

Other sales offices: Jackson, Tenn.
Pensacola, Fla. • Chicago, Ill.
Houston, Texas • Tulsa, Okla.

Plants: Slidell and Winnfield, La.
Louisville, Miss. • Jackson,
Tenn. • Pensacola, Fla.

A. G. SIEGEL
ELECTRICAL CONTRACTOR



4136 Jefferson Highway

New Orleans 21, Louisiana

VE 831-13

DELTA MORTGAGE CORPORATION

DOUGLAS L. BLACK, *President*

CLAUDE E. MEYER, *Vice Pres. & Secty.*

EMMETT ST. GERMAIN, *Vice President*



802 Perdido Street

New Orleans 12, La.

Telephone 523-6221

COMMERCIAL — INSTITUTIONAL — RESIDENTIAL FINANCING

BRANCH OFFICES

BATON ROUGS

— SHREVEPORT —

MONROE

W. D. FAUST

Electrical Sales Agency

manufacturers representative

- **THE MILLER CO. (Since 1844)**
Industrial & Commercial Lighting
- **CENTURY LIGHTING, INC.**
Stage Lighting — Control Systems
- **N. L. CORPORATION**
Church Lighting Since 1904
- **SILVRAY LIGHTING, INC.**
Indirect Lighting for seeing comfort

33 HOWARD AVE. JACKSON 2-5791
NEW ORLEANS 12, LOUISIANA



DAVIS MANUFACTURING CO., INC.

MILLWORK — SASH & DOORS

PHONE HU. 6-6201

1075 S. CLARK STREET NEW ORLEANS, LA.

SEAL
WET WEATHER
OUT



THE lasting paint for masonry

Distributed By

SOUTHEAST DISTRIBUTORS, Inc.

NEW ORLEANS, LA.

914 HOWARD AVE. TEL. 822-1684

WATERPROOFING CONTRACTORS

Architects, Artists, Advertising Agencies,
Contractors, Engineers, Lawyers,
Publishers and Executives

WHO REQUIRE EXCEPTIONALLY LIGHT, NORTH LIGHT,
QUIET, AIRY, WELL-ARRANGED SMALL OR LARGE
OFFICES AND SELECT TENANT-NEIGHBORS SHOULD
VISIT

BALTER BUILDING

104 St. Charles Ave. • Commercial Pl. • Camp St.

CUSTOMUSIC

*Music to please
and profit by*

in plants and offices; in stores and shopping centers;
in banks and savings and loan associations; in trans-
portation terminals; in business and institutions of every
kind and type.

J. H. LYNCH CO., INC.

Phone 866-9657

1601 S. GAYOSO STREET • NEW ORLEANS

The NEW ORLEANS ARCHITECT is sent to you each
month through the courtesy of the New Orleans Chapter
of the A.I.A.

Your comments and suggestions are always welcomed
by the Chapter.

Specify *full* HOUSEPOWER for your clients . . .

ENOUGH ELECTRIC OUTLETS so lamps and appliances can be plugged in without moving furniture or using extension cords.

ENOUGH BRANCH CIRCUITS of proper size wire to distribute electricity properly and prevent blown fuses—plus spare circuits for the future.

ENOUGH LIGHTS and SWITCHES properly placed so there's never any need to grope around in the dark.

ELECTRIC SERVICE ENTRANCE of at least 100-ampere capacity to take care of today's electrical needs—and tomorrow's, too.



A. F. LIVAUDAIS COMPANY

Building Specialties

- MOVABLE OFFICE PARTITIONS
- ELEVATED FLOOR SYSTEMS
- LAMINATED ARCHES & BEAMS
- ARCHITECTURAL METAL SOLAR SCREENS & FACADES

816 HOWARD AVE.

PHONE 529-440

NEW ORLEANS 12, LOUISIANA

THE ARCHITECT

The word architect, like many words derived from the Greek, is made up of two parts: archi—"chief", and tecton—"a builder." Thus the original meaning of the word explains a union of designing and building activities, a union which the architect maintained up to the middle of the 19th century. At that time, he was thought of more as a designer than as a builder. Architecture was seen as a "fine art", and transferred from the outdoors to an inside atelier, where it remained for nearly 100 years.

Today's interpretation of architecture places the architect somewhat nearer to that original meaning of the word. But the complex social and technical conditions of our highly industrialized society no longer makes that original union of designing and building quite possible.

An architect is a composite personality made up of two basic ingredients: the artist and the technician. As an artist, the architect possesses qualities which artists have possessed throughout the ages; an extraordinary imagination, and a keen awareness and expression of feelings.

As a technician, an architect must possess more than a speaking acquaintance with the available building materials and technology of his day; he must follow the ever-growing variety of equipment and appliances which form the core of modern building.

Today's architect comes closer than ever to fulfilling his historic mission by serving as "chief builder."



TRANSLUCENT WALLS

Highlight Office Building in New Hampshire

A CONTEMPORARY cantilevered roof building, one of the few office buildings in the country to employ a new translucent wall system, has been opened for occupancy by Weston Associates, Inc., Manchester, N. H. advertising agency. The building sets on an acre of wooded land next to the Manchester Country Club and abuts the club's well-known golf course.

Designed by architect George Soule of Manchester, the agency's new home is one of the most unique offices in the country, the exterior walls being made almost entirely of translucent plastic panels. These panels, manufactured by Kalwall Corporation also of Manchester, N. H., not only provide glare-free illumination through the exterior walls, but produce a striking night time effect outside the building when it is lighted from within. A new-type structural block, Glazon, with a pre-faced decorative finish also adds to the clean, modern effect of the design. The building is virtually maintenance free.

Besides Kalwall and aluminum paneling for the walls of the structure, Tectum, a 3" two faced biscuit-like pressed wood fiber panelling in 4 ft. widths, another speed building material of proven value, was used on the roof. It is nailed down to the roof beams which have been stained a dark brown smartly setting off Tectum's white "shredded wheat" underside.

Two skylights of green tinted Kalwall set into the Tectum roof permit the greatest possible use of natural light.

Heating for the building is via forced hot air that is channeled thru ducts laid in the cement floor. Summer ventilation will be air-conditioning using the same duct system. As there is no cellar for the building, the oil powered heating unit is located in a

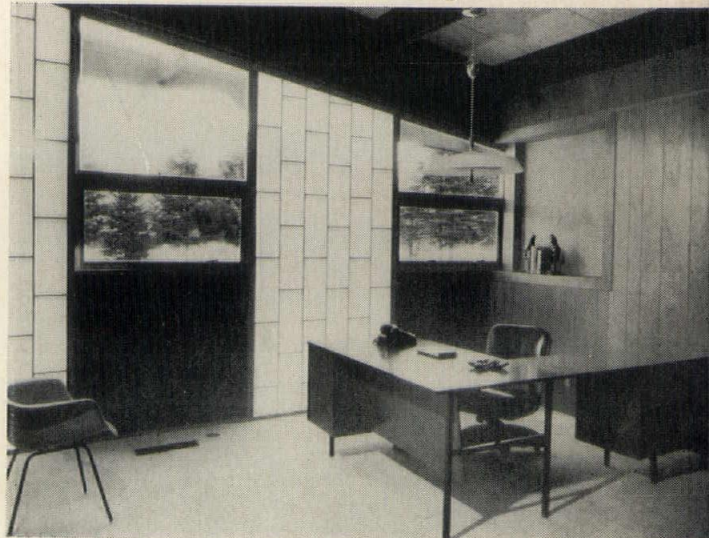
small storeroom to the rear of the building.

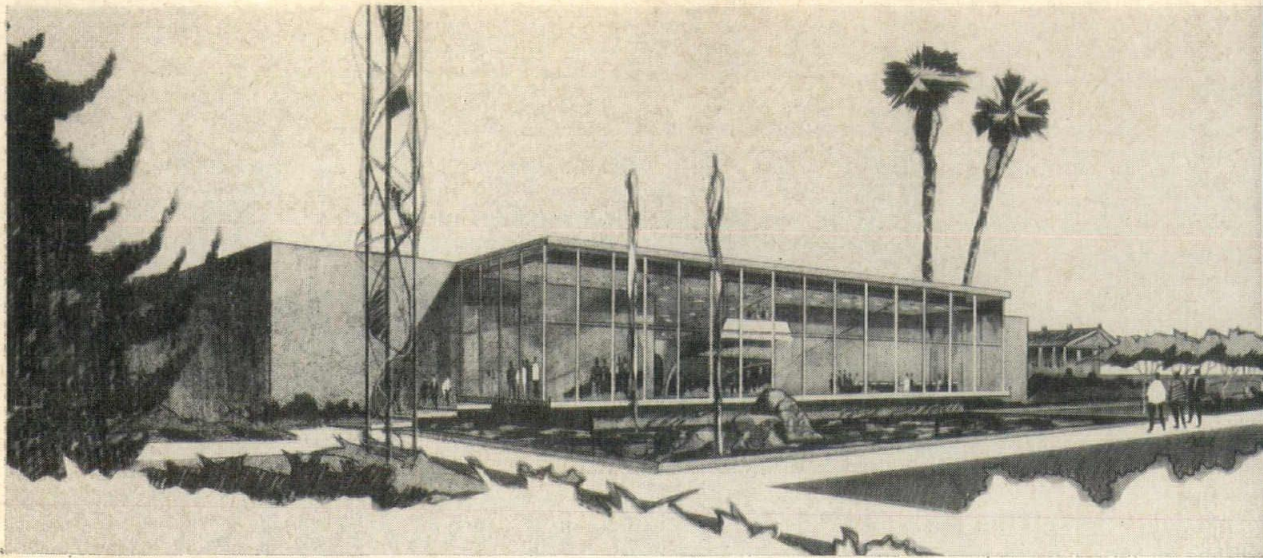
The reception room has a floor of flagstone while all other floors except executive offices, are covered with vinyl tile as protection against snowy feet during the winter season. Rugs laid over plywood cover the floors of the executive offices.

Most rooms in the building are separated by wall partitions that reach half way to the ceiling. For privacy, the executive offices have glass panels reaching from the top of the walls to the roof.

Almost all walls of the interior of the building are of pre-finished random width mahogany panelling. Burlap over foam rubber cushioning has been used as a change of pace in some sectors.

One of the executive offices of the new Weston Associate building in Manchester, N. H. Note the use of plastic panels on the east side of the building.



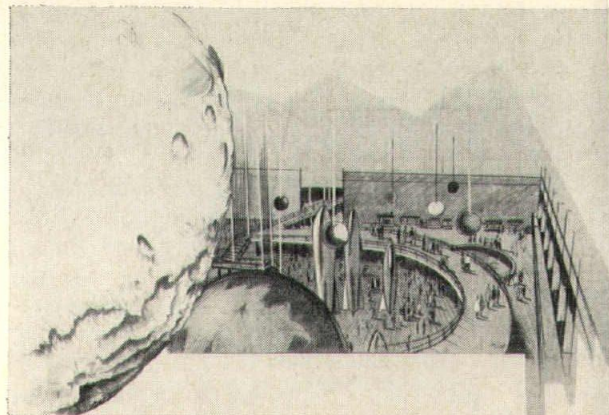


SPACE AGE MUSEUM

Planned For Los Angeles

PRELIMINARY PLANS have been drawn for the nation's first Space Age Museum, which is to be located at Exposition Park in Los Angeles. Permanent exhibits will trace the historical development of the space age, while temporary exhibits will explain current developments, the relationship of space to national defense and peaceful uses of space. To put the viewer into proper relation with the exhibits there will be a promontory, gently spiraling upward, which will provide a downward perspective. Visitors standing on the promontory in the foyer area will be able to view from above the exhibits in the foyer, the reflecting pool and park outside. Visitors will also be able to view the exhibits from the floor level. The museum will be constructed in

Above the new Space-Age Museum features a glass-walled foyer which will be built over a shallow reflecting pool on a "floating" concrete slab. Below, from a spiraling ramp, visitors to the Museum will be in proper perspective to the exhibits. Bottom left, Emphasis in the exhibits will be on the story-telling approach combined with public participation in the activation of the exhibits which has proved so successful at many popular museums.



the hope that it will contribute knowledge to the field of space. In order to help make the museum even more interesting, many of the exhibits will be on the story-telling approach combined with "do-it-yourself" public participation in the activation of the exhibits. The historical development of rocketry, modern missile systems and missile launching, the latest concepts of space and exploration and a facsimile of a manned space capsule are among the topics to be covered.



MORTGAGE LOAN SPECIALIST

INCOME PROPERTY • RESIDENTIAL PROPERTY • CONVENTIONAL — FHA — VA

New Orleans, La.
500 Maritime Bldg. — 529-5581

Baton Rouge, La.
1412 Florida Blvd. — DI 4-0328

Pelican



Plumbing Supply Inc.

310 Perdido Street New Orleans 19, La.
Phone 522-8184

Wholesale Distributors for:
**KOHLER OF KOHLER
PLUMBING FIXTURES**



**ELEVATORS — ESCALATORS
DUMBWAITERS — SPEEDWALKS
ELECTRIC AND OIL HYDRAULIC**

THROUGHOUT LOUISIANA BY

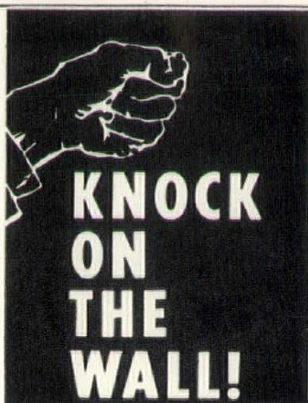
Gulf States Elevator Corp.

Main Office: 715 CAMP STREET
NEW ORLEANS
LA 2-2758

Avegno & company incorporated

- bonds
- insurance

12 whitney building 529-5571
new orleans 12, louisiana



Be sure it's
GENUINE
LATH AND
PLASTER

LOUISIANA BUREAU FOR
LATHING & PLASTERING

H. RITCHIE, JR., Executive Secretary
4805 DANNEEL STREET NEW ORLEANS, LA.

- Custom Aluminum Fabrication
- Special Windows
- Aluminum Door Frames
- Sunscreens and Decorative Grilles
- Aluminum Flush Doors
- Window Wall and Curtain Wall

We are at Your Service . . . Call Us for Complete Assistance including Preliminary Designs and Estimates

ALUMAGLASS
BUILDING PRODUCTS INC.

739 S. Clark Street, New Orleans 504 486 6581

Every Drafting Room Needs

Rotolite
FOR MODERN COPYING

- For low-cost, on-the-job, blueline prints, black-lines, sepias, foils! Dial control. Thermomatic rotary developing unit!

BLOUNT & COMPANY

806 Perdido Street Phone 523-5649
New Orleans, Louisiana

**CONSTRUCTION
NEWS, INC.**

P. O. Box 679

Mount Vernon, New York

BULK RATE
U. S. POSTAGE
PAID
Permit 1459
New York, N. Y.

EDMUND R PURVES EXEC-
-DIR
AMERICAN INST-ARCHTS
1735 NEW YORK AVE N W
WASHINGTON D C 20001

ARCHITECTURAL MILLWORK AND FIXTURES

Bernard LUMBER COMPANY, INC.

NEW ORLEANS, LA., P. O. BOX 19408



A DIVISION OF **Bernard** LUMBER CO.

TOP QUALITY MILLWORK — ARCHITECTURAL FIXTURES — CONSTRUCTION LUMBER — WHITEHALL & BRADDOM KITCHENS — ARCHITECTURAL FORMICA WORK — PLASTI-CLAD DOORS — PANI-FLEX- FOLDING DOOR UNITS — TABLES — BARS — PANELLING

7833 Edinburg Street
HU 8-0814

NEW ORLEANS 19, LOUISIANA

1017 Jefferson Highway
VE 5-2536

New Orleans Blue Print & Supply Co.
INCORPORATED

Architectural and Engineering Supplies
Surveying Instruments — Drafting Room Furniture
Blue Printing — Photostat Prints
Super Photostat Prints — Photo Murals
Phone JA 5-4271

820-824 Union Street New Orleans 12, La.
Authorized Representatives KEUFFEL & ESSER CO.
HOBOKEN, NEW JERSEY

C. R. BRANDON CO.

"Screening the Gulf Area Since 1920"

KOOLSHADE
SOLAR HEAT and GLARE CONTROL



DISTRIBUTOR
• KOOLSHADE CORP.
• KANE MFG. CORP.

421 So. Salcedo St.
HU 2-6921
New Orleans 19, La.

Jno. Worner & Son, Inc.
Builders' Hardware



401-405 DECATUR STREET
PHONE: 529-2592
NEW ORLEANS 16, LA.

ARKLA-SERVEL
GAS AIR CONDITIONERS
SELF CONTAINED AND REMOTE
CHILLER-HEATER UNITS

GULF ENGINEERING CO. INC.

1000 So. Peters Street New Orleans, Louisiana
JA 2-4421



See Our Fine Displays of
LOCKWOOD HARDWARE and ELJER PLUMBING FIXTURES

Woodward, Wight & Co. LTD.
THE LARGEST GENERAL SUPPLY HOUSE SOUTH SINCE 1867



PERSONNEL

451 HOWARD AVE.

TELEPHONE 451 - 2471

NEW ORLEANS 9, LA.